

Product Plan

Product ID 2014-04-14-14-21-58

Product Stakeholders

Product manager(s)

Thomas Coburn

Publishing services partner (PSP)

Russ Crabb

Other (specify)

Temple Department Area Directors (Mark Robbins, Edgardo Carbajal, Ray Whitesides, Blake Rosenvall, and Steve Thueson) and Steve Anderson, Sr. Product Mgr.

Product

Product name

Temple Groundbreakings, Open Houses, Cultural Events, and Dedications

Sponsoring department

Temple Department

Annual Publishing Plan Information

This product is included in the approved annual publishing plan

☒ Yes ☐ No

If no, please explain how this product will be funded (e.g., new/expanded funding, and so on).

Executive Summary

Product Overview

Summarize the product's background, context, purposes, and objectives, and indicate the primary and secondary audience.

Temple groundbreakings, open houses, cultural events, and dedications are all events surrounding the building and dedicating of new and renovated temples. Attendees are primarily members of the Church, however, the general public is welcomed and encouraged to participate in all events other than temple dedications. The largest events are open houses, which routinely attract hundreds of thousands of people.

Define what success looks like for this product. Indicate any deliverables or assets that will be produced as a result (e.g., website, social media account, and so on).

The intent of the public events is to welcome attendees and provide a meaningful experience that is both informative and inspiring. Temple dedications obviously have a more sacred and significant purpose. Deliverables include printed and video materials that are provided to the local area in a timely manner consistent with the needs of the individual products. Some events also include filming and closed broadcasts that are supported by PSD audio/visual personnel and made available through the appropriate channels, with the appropriate language support requested.

Key Message

What is the key message of this product? Describe what you want people to know, feel, or do as a result of using this product. Also describe the tone and feel of the product.

We are a Temple building people. People should know and feel that temples are a central focus of our faith and help us follow Christ. There should be a tone of reverence and respect, as well as honor and gratitude for what the temple represents for members of The Church of Jesus Christ of Latter-day Saints.

List any related Church products that have a similar purpose.

Types of content and deliverables (check all that apply, and include a description)

☐ Doctrinal study (scripture, prophetic word, etc):

☒ Support (training, information, etc.): Invitations, comment cards, brochures, photo pages, open house video, dedication recommends, song sheets, broadcast/event and translation support

☐ Inspiration (simplified, bite-size doctrine):

Key Milestones

List key product milestones, including approval dates, launch dates, and so on.

Milestones occur when temple groundbreaking and dedication dates are announced by the Office of the First Presidency (OFP). All approval and implementation dates are contingent upon and driven by those official dates.

Cost Estimates

Content development cost for the current year

\$ 1,000,000.00

Maintenance cost for the current year

\$ 1,000,000.00

Hard cost for future years

Hard cost for the current year

Content development cost for future years

\$ 1,000,000.00

Maintenance cost for future years

Estimated product cost for five years

\$ 5,000,000.00

Product Plan—continued

Executive Summary

Medium

In what other ways could this content be delivered in the future? Check yes for ways it *could* possibly be delivered and no for ways it absolutely *could not* be delivered. Select all that apply.

DVD <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	ePub <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	Exhibit <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	Kiosk <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	Manual <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	Mobile app <input type="checkbox"/> Yes <input type="checkbox"/> No
Presentation <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	Social media account <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	Video (animated or live) <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	Web app <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	Website <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	
Other (specify)					

Delivery Channels

Indicate possible channels through which the product will be delivered (select all that apply)

<input checked="" type="checkbox"/> Broadcast	<input type="checkbox"/> General conference	<input type="checkbox"/> <i>Liahona</i>	<input type="checkbox"/> Newsroom
<input type="checkbox"/> Deseret Book	<input type="checkbox"/> Gospel Library	<input type="checkbox"/> Mobile	<input type="checkbox"/> Seminaries and Institutes of Religion website
<input type="checkbox"/> Distribution Center	<input checked="" type="checkbox"/> Kiosk, exhibit, or visitors' center	<input type="checkbox"/> Mormon.org	<input type="checkbox"/> Social media
<input type="checkbox"/> <i>Ensign, Friend, or New Era</i>	<input type="checkbox"/> LDS.org	<input type="checkbox"/> Mormon Channel	<input type="checkbox"/> Theater (small or large)
<input type="checkbox"/> FamilySearch.org	<input type="checkbox"/> Learning Management System (LMS)	<input type="checkbox"/> Other: _____	

Content and Message Plan

Translation

This product will be translated into multiple languages

☐ No ☐ Yes (specify below):

☐ Introductory Phase ☐ Phase 1 ☐ Phase 2A ☐ Phase 2B

☐ Other languages (list): _____

Translation details

<input type="checkbox"/> Dubbing
<input type="checkbox"/> World report dubbing
<input type="checkbox"/> Closed captions
<input type="checkbox"/> Subtitles

Audience

How many people do you expect to reach with this product?

Hundreds of thousands

Audience demographics (check all that apply)

☒ General Church membership ☒ Nonmembers ☒ Inactive members ☐ Internal, operational use only ☒ Opinion leaders

Age demographics (if applicable)

☒ Adults (ages 30+) ☒ Young adults (ages 18–30) ☒ Primary children (ages 3–12) ☒ Youth (ages 12–18)

☒ Segment A ☒ Segment B ☒ Segment C ☒ Segment D ☒ Segment E

☐ Other (specify): _____

Target Audience Motivators

Describe current audience perceptions, attitudes, and behaviors as they relate to this product.

Temple Dedications are for temple worthy members.

Temple open houses are an opportunity for members, as well as non-members, to experience the inside of a temple and better understand what goes on within its walls, prior to the temple being dedicated. This helps the Church mold perceptions and attitudes toward the temple by educating members and non-members about temples.

Who will conduct any additional audience research?

Steve Anderson, Sr. Product Mgr. in the Temple Department

Awareness Plan

Describe how the audience will become informed about your product, along with any potential challenges in spreading awareness.

Audience will become aware of the products through VIP and member invitations, as well as official communication from Church HQ about these events. Other awareness channels include LDS.org, Newsroom, and Church News.

Product Plan—continued

Evaluation Plan

Describe how you will evaluate the effectiveness of your product, including metrics and other data you will collect.

These events are all directed by the Office of the First Presidency. No traditional measurements of success have been provided, although each event is reviewed and improvements discussed.

Indicate how frequently these measurements will be reported and to whom they will be reported.

Maintenance Plan

Describe the ongoing maintenance needs for the product.

Indicate how often this content will need to be revised or updated.

Indicate how stakeholders will be notified of changes.

Describe the product's retirement plan.

Flexibility Matrix

Check only one box in each row and column.

	High flexibility	Medium flexibility	Low flexibility
Resources (budget)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Scope (feature set)	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Schedule	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

Sponsoring Department Approval

Signature of sponsoring department managing director

Date

May 16, 2016

Correlation Approval

Signature of Director of Correlation Evaluation

Date

CSC Approval

CSC minute entry number

Date